MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

T2, 2018/ 2019

BCB7094 – CONSUMER BEHAVIOUR

(MBA Full Time)

28 JANUARY 2019
9.00 a.m – 12.00 p.m
(3 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consist of **THREE (3)** pages (including the cover page).
2. You are required to answer only **FOUR (4)** questions.
3. Marks are shown at the end of each question.
4. The total marks for this paper is 100.
5. Write all your answers in the **Answer Booklet** provided.

SECTION A

ANSWER BOTH QUESTIONS 1 AND 2

QUESTION 1.

"Interestingly, a remarkably high proportion of South-east Asia's mass-affluent consumers share similar values and preferences, even though they remain separated by language, culture and distance. This may largely be due to their frequent travel and social media use." (Source: The Edge Malaysia, Nov 26, 2018 p. 34).

a. Discuss the factors that have contributed to the emergence of the mass affluent segment in South-east Asia.

(10 points)

b. Explain the similar values and preferences that they share in their purchasing pattern.

(10 marks)

c. Elaborate on the challenges for companies intending to tap into the consumers in this market which are digitally savvy.

(10 marks)

(Total: 30 Marks)

QUESTION 2

The increasing use of mobile devices by consumers makes shopping a continuous rather than a discrete activity that requires retailers to engage with their customers at critical touch points of the decision process in order to provide a more customer-centric experience. (Faulds, Mangold, Raju & Valsalan, 2017). Explain the following terms:

a. Continuous rather than discrete activity
b. Critical touch points
c. Customer-centric experience

(Total: 30 Marks)

SECTION B

ANSWER 2 QUESTIONS ONLY:

QUESTION 3

Why is it more difficult for consumers to evaluate the effective quality of services than the quality of products?

(Total: 20 Marks)

QUESTION 4

Why are both attitudinal and behavioural measures important in measuring brand loyalty?

(Total: 20 Marks)

QUESTION 5

How do consumers reduce post-purchase dissonance? How can marketers provide positive reinforcement to consumers after the purchase to reduce dissonance?

(Total: 20 Marks)

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